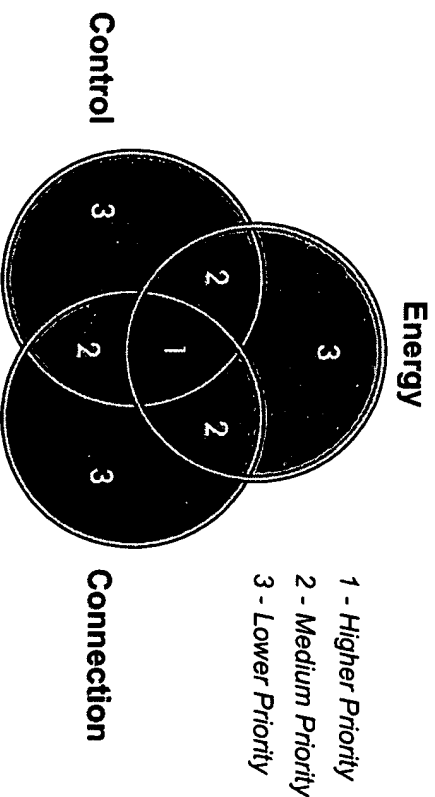


FIGURE 1

The Deep Metaphors of Transformation



Control:

The need for control over one's life and environment. Hospitals present fearful unknowns for families and a sense of control helps families respond and adjust to the challenges ahead.

There are two primary types of control:

1. Control over the environment:
 - Feeling safe and secure and having a sense of privacy in intimate spaces.
 - Having the hospital child-friendly and efficient in its open spaces.
2. Control over the illness through escape.

Connection:

The need to connect with yourself, family, and the outside world. The hospital experience is filled with connections:


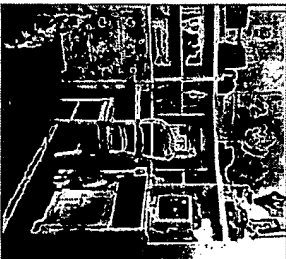
1. To the internal world - patients, family, and staff.
 2. To the external world - outside family and friends.
 3. To oneself - alone time.
 4. To the hospital - emotional connections to the building space itself.
- Allowing for positive connections to occur will lead to a more positive experience overall.

Energy:

The need for certain types of energy and energy sources. People are in constant need of energy while in the hospital. Energy gives people the strength and hope they need to make it through their hospital journey. Aside from medical treatments, energy is the most important healing agent.

FIGURE 2

User Group Dimensions

Key		Relevant Dimensions		Activating Cues		Design Objectives		Comments
Priority	Domain	**User	(Issue to Address)	(Related Wants & Needs)	Human	Environmental		
CONTROL								
1. Child-Friendly / Focus								
1	CT,CNE	P,F,S	People desire a more child-friendly hospital. They hope that the new hospital will be more inviting and interactive for children.				Kid sized furniture	
1	CT,CNE	P,F,S	Open spaces give the hospital a feeling of being child-friendly.	Let kids actually be themselves - be kids.		Play areas in hospital / atrium Play space outside Open area in patient rooms Larger atrium		
2	CT,CN	P,F,S	Feel like a kid's room	People should know it is a pediatric hospital		Furniture scale Ability for personalization Family comfort Shelves for games and other personal objects Place for drop-down table to eat together Flexible seating for when there are more visitors Lighting control Colorful rooms / walls Furniture arrangement in patient bedroom to be flexible, allow for multiple seating arrangements Control music system from bedside		Cool room! Liked all the compartments, Place for everything.
COLOR CODE LEGEND								
6/19/03 Staff Brainstorming								
6/27/03 Family Brainstorming								
11/17/03 Patient Brainstorming								
In-House Brainstorming (various dates)								

* Control (CT), Connection (CN), Energy (E)

** Staff (S), Patient (P), Family (F)

FIGURE 3